



Air Education and Training Command



Develop America's Airmen Today ... for Tomorrow



Beliefs, Attitudes and Behavior

U.S. AIR FORCE

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USAF Counterproliferation
Center

Integrity - Service - Excellence

Air University: The Intellectual and Leadership Center of the Air Force



Overview



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- Sensation
- Perception
- Beliefs
- Attitudes
- Intentions
- Behavior



Sensation



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- Sensation can be defined as ***the passive process of bringing information from the outside world into the body and to the brain.*** The process is passive in the sense that we do not have to be consciously engaging in a "sensing" process.

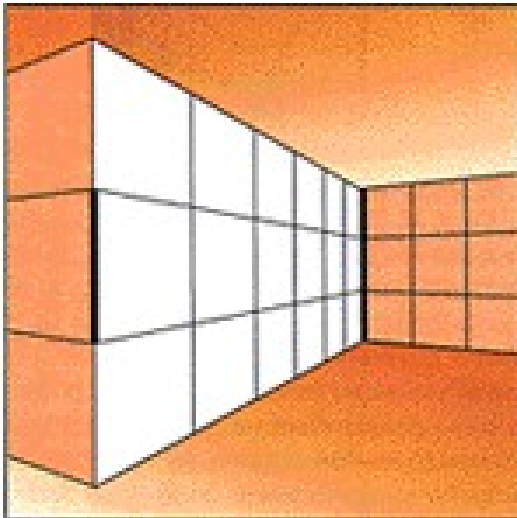


Perception



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- Perception can be defined as ***the active process of selecting, organizing, and interpreting the information brought to the brain by the senses***





Beliefs



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- **Beliefs - what people perceive to be true. They may or may not be correct.**
- **Antecedents to beliefs - those conditions that "set the stage" for beliefs to develop**
 - **culture**
 - **community**
 - **past experiences**
 - **family and friends**
 - **individual characteristics**





Attitudes



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- **Attitude** - a learned predisposition to evaluate and respond in a consistently favorable or unfavorable manner with respect to a given object, person or situation.
- **Attitudes** are the relatively enduring positive or negative feelings about some person, object, or issue.





Results of Beliefs and Attitudes

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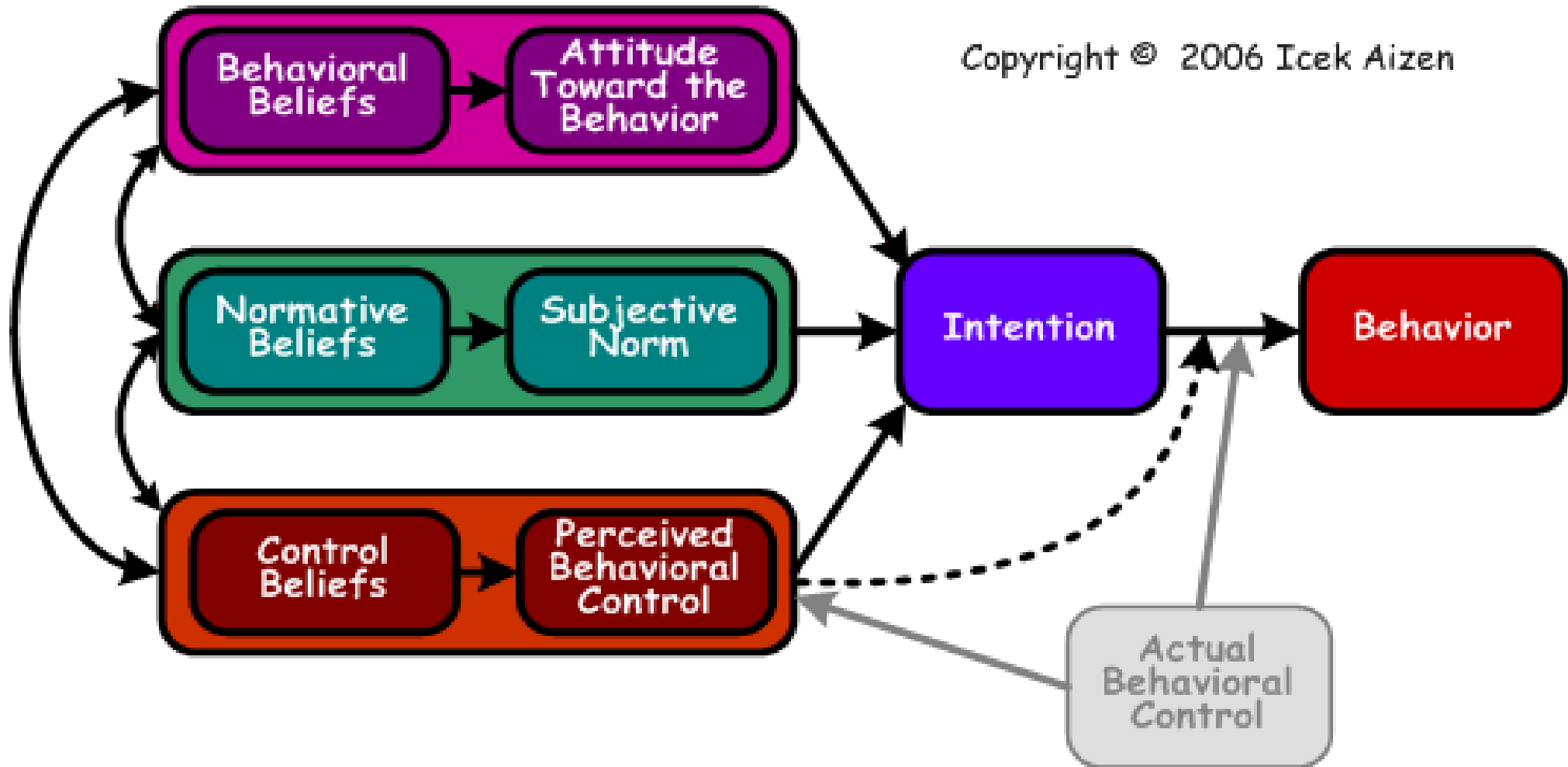
- **Intentions** - those behavioral plans individuals make with respect to another person, object or situation.
- **Behaviors** - any observable and measurable act, response, or movement by an individual. The impact of beliefs and attitudes is reflected in people's behaviors.



Theory of Planned Behavior



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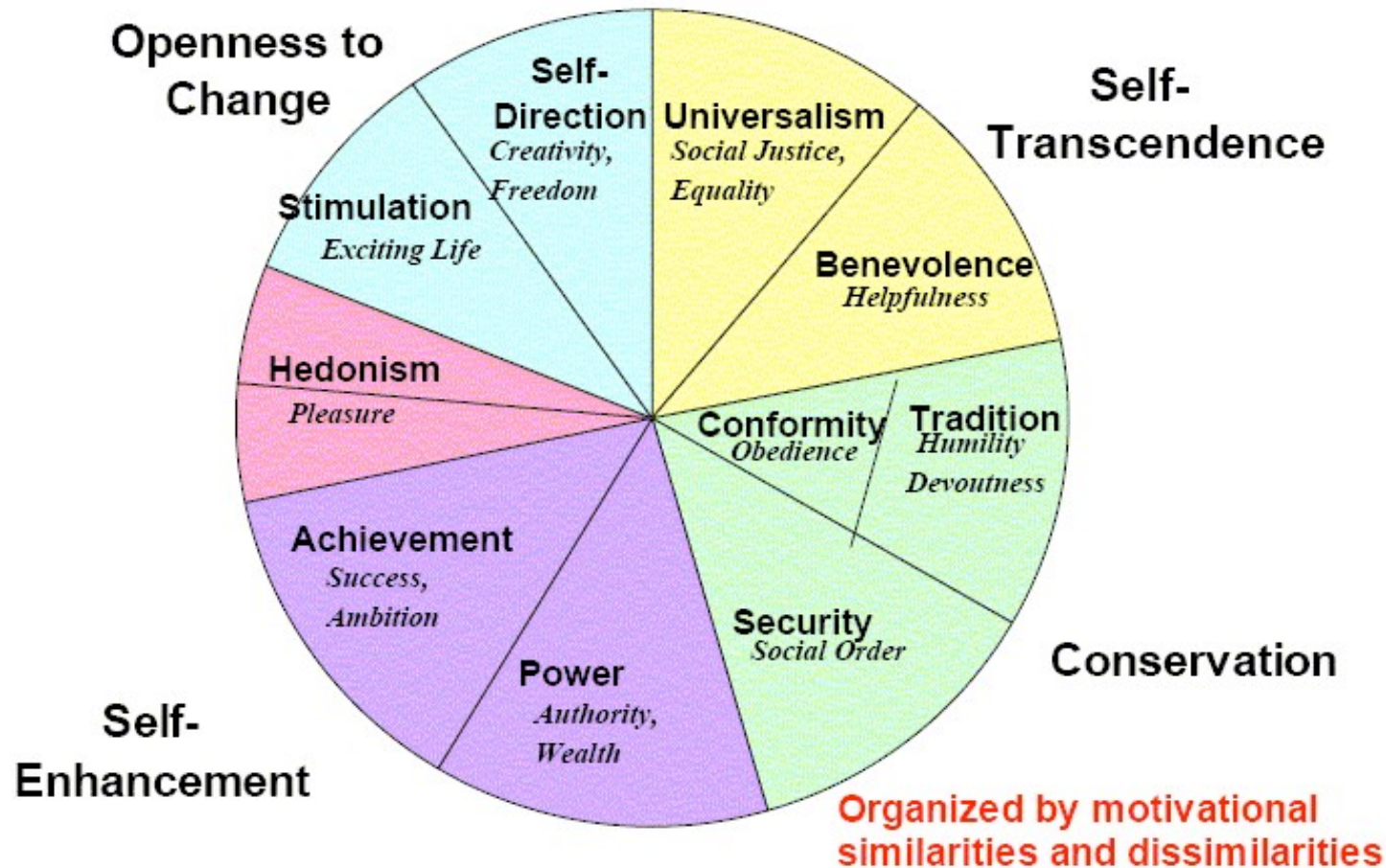




Basic Values



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Shalom H. Schwartz